

Approved X

**Public Awareness Subcommittee
Meeting Minutes
Wednesday, April 24, 2013**

Convened at 10:00 AM

Members Present: Josiane Martinez, Brian Heffron, Franklin Soult, Linda Brown, Lurena Lee, Heather Rowe, Melissa Butts, Sarah Durfey, Javier Marin

Staff Present: Emalie Gainey, Kim Henry, Samuel Tsoi
Visitor: Ana Julia Jatar (Editor, El Planeta)

Approval of minutes

- February 27, 2013
- Motioned by Josiane Martinez, seconded by Brian Heffron

Feedback from Taskforce Presentation (Exhibits used: Printed PowerPoint Presentation)

- Overall feedback from taskforce is positive (JM)
- Without knowing what media is available, there will still be opportunity to get a general campaign (BH)
- Reiteration of the tenets to evaluate cost-effective campaigns (not creating any campaigns), and the reality of the lack of appropriations or funds to carry out a public awareness campaign (KH)
- Before a branded campaign with broad explanation to the general public is launched, specific and tailored outreach to micro-targets are most cost-effective (JM)
- There are cost-free/effective tools such as earned media, social media, events, freelance/pro-bono (BH)

Review of Draft Recommendations (Exhibits used: Printed Draft Policy Recommendations)

- Organize policy recommendations from low-cost to high-cost (LB)
- Amount of content is sufficient; add cost-indication/estimate; refer to best practices, perhaps as appendix (KH)
- Add bullet under Grassroots Outreach on engaging Faith Communities, especially for non-English speakers (SD)
- Discussion on the State Leadership/Trust Fund idea:
 - Corporate donations might contribute to fund/campaign, most individuals might be inclined to donate directly to victims or victim services (BH)
 - For future campaigns, an ask might be to donate to victim services organizations and programs (JM)
 - Law already established Victims Trust Fund – should we replicate? (KH)
 - To study further: examples of private-public funds in other states, such as NYC, Polaris/DC partnerships, One Fund, End Demand Illinois

Website Brainstorm

- Possible linkages or hosts: veteran's website, MOVA redesign (to follow up with Julie and Liam from Victims Services Subcommittee)
- Short-term goal: clearinghouse of information that exists under mass.gov or quasi-governmental site, with a simple sub-URL i.e. mass.gov/endtrafficking
- Long-term goal: unique URL that drives audience to a dynamic and consumer-facing website with compelling stories, sharable materials, and call to action
- Even for the shorter-term clearinghouse webpage, we can still be clear about explaining the problem and direct the audience to useful information (LB)
- [The short-term goal] is something we can start now (HR)
- Preview of website for the MA Coalition to End Human Trafficking (SD)
 - [Exhibit: website content one-pager]
 - Home page; in the news; engage; get help/emergency; educational tools;
 - Bridge community groups and people to work together, not trying to duplicate the efforts of the Taskforce

Additional items

- El Planeta Power Meter 2013 – MFA Event on May 21 – Javier invited the group to use the opportunity to raise awareness about human trafficking
 - Over 600 leaders
 - With support from the Boston Foundation
- DPH Labor Trafficking Working Group – Linda Brown is working with partners from other state agencies and community organizations to examine the ways to prevent and respond to labor trafficking
- Training opportunity: talking to youth about the connections between pornography and sex trafficking (May 4th at the Nonprofit Center)

Upcoming Meetings

- Draft of Policy Recommendations is due and taskforce meeting on May 8, 2013.
- Subcommittee Meeting to be scheduled via online poll to finalize recommendations

Motion to adjourn, Josiane Martinez – Frank Soultis Seconded.

Meeting Adjourned at 12:00AM